

Hyundai Card Co Ltd in Financial Cards and Payments (South Korea)

<https://marketpublishers.com/r/H882D74A168EN.html>

Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H882D74A168EN

Abstracts

Hyundai Card is focusing on maintaining its dynamic and high-end brand image. The company has a unique marketing strategy and regularly holds concerts for world stars such as Lady Gaga and Eminem. In addition, the company also made a collaboration music video with idol group and has a YouTube marketing channel. With such events and marketing, the company conveys a powerful young and dynamic image and at the same time ensures it has a premium brand presence with an original high-end premium.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Consumer Lending, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Finance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Hyundai Card Co Ltd: Key Facts

Summary 2 Hyundai Card Co Ltd: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Hyundai Card Co Ltd: Competitive Position 2011

I would like to order

Product name: Hyundai Card Co Ltd in Financial Cards and Payments (South Korea)

Product link: <https://marketpublishers.com/r/H882D74A168EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H882D74A168EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970